

December 30, 1964

TO: SCHUYLER CHAPIN

FROM: AMOS VOGEL

RE: PROPOSAL FOR A U.S.S.R. FILM WEEK AT NEW YORK
STATE THEATER

As part of the cultural exchange program between the U.S.S.R. and the U.S.A., periodic film weeks are to be held in both countries featuring the other's productions. These are official events, presented under identical conditions and with official participation of the governments involved.

As a result of my conversations with Arnold Picker, Executive Vice-President of United Artists - the official American motion picture representative in the cultural exchange program - it is proposed that a U.S.S.R. Film Week be presented at New York State Theater June 7 - 14, 1965, in collaboration with the State Department and the U.S.I.A.

Both of these organizations are enthusiastic about the possibility of presenting this event at New York State Theater since this in turn will insure the presentation of the American Film Week at Moscow's largest motion picture theatre situated in the Kremlin.

I consider such an event eminently advantageous for Lincoln Center, both from a film and a public relations point of view - provided, however, that the selection and quality of the films available to us will be of the highest caliber. Of this, I am not certain, and it will be necessary to both discuss and see what the Russians have in mind.

A meeting will be arranged early in January with the Messrs. Picker, Stevens and Siscoe of the U. S. State Department and ourselves.

I am enclosing a very tentative budget which clearly indicates that even if certain expenses are borne by

the Russians (and possibly the State Department), as expected, and even if there is a sell-out (which is by no means certain), we must anticipate a deficit of at least \$11,000. Depending on the nature of work connected with the Film Festival at the time, as well as the stage reached in preparing for a constituent, it may become necessary to add an administrative assistant to the enclosed budget.

This venture will also require the installation of motion picture equipment at the State Theater, suitable for both 70 and 35mm projection, which, in any case, is presently under consideration. An estimate of these costs is reaching you separately.

TENTATIVE BUDGET FOR U.S.S.R. FILM WEEK

AT NEW YORK STATE THEATER

June 7-14, 1965

House Costs \$21,000

Advertising:

Foreign Language Press \$500

New York Times:

1200 Lines

400 Lines

300 Lines

40 Lines, daily, 7 days

6300

Herald Tribune:

300 Lines

480

New York Post

400 Lines

300 Lines

20 Lines, daily, 7 days 1440

Village Voice:

300 Lines

400 Lines

294

Production Costs (estimate) 1000

10,014

Publicity Expenses (releases, stills, clippings) 1,000

Film Handling, Storage, Run-throughs, Insurance 1,100

Projection (Showings, Press Screenings, Testing) 1,250

Amos Vogel - Expenses 500

Staff Salaries:

2 Secretaries @ \$100 each

for 4 weeks

800

Front-of-House Manager

200

Stage Manager

300

Hospitality Coordinator

300

1,600

Telephones and Telegrams

1,500

Miscellaneous (Sound Engineers, Signs, Postage,
Messengers, equipment installation)

1,500

Contingencies

1,000

TOTAL

\$40,464

The following are not included in the expenses for the reasons noted:

1. Salaries: Amos Vogel, Sallie Wilensky, Elinor Silverman, Pete Franklin, 2 additional public relations persons
To be provided "free"
2. Hospitality Aids, Interpreters for Visitors
To be provided by State Department, U.S.S.R., Lincoln Center volunteers
3. Airplane Fares and New York Expenses for Visitors
To be provided by U.S.S.R.
4. Export, Import and Transportation Costs for Films
To be provided by U.S.S.R.
5. Social Events and Opening Night Reception
To be provided by U.S.S.R. and State Department
6. Symposium
To be provided by State Department
7. Amos Vogel - Trip to Moscow, 1 Week
To be provided by U.S.S.R. or State Department
8. Brochure, Clipping Bureau, Promotional Mailings and List Rentals, TV Spots, Press Luncheon
Not to be undertaken

POTENTIAL NET INCOME - U.S.S.R. FILM WEEK

	<u>Seating Capacity</u>	<u>Estimated Obstructed View</u>	<u>Comps</u>	<u>Saleable Seats</u>	<u>Price Scale</u>	<u>Company Share</u>	<u>Net</u>
ORCHESTRA	1044	150	100	794	\$2.50	\$2.30	\$1826.20
1st RING	339	20	100	219	3.50	3.17	694.23
2nd RING	312	80		232	2.00	1.86	431.52
3rd RING	310	20		290	2.00	1.86	539.40
4th RING	141	40		101	1.50	1.43	144.43
* GALLERY	551			551	.99	.99	545.49
** 5th RING	32	--		---	----	----	-----

NET PER PERFORMANCE

\$4181.27

NET FOR 7 PERFORMANCE ENGAGEMENT

\$29,268.89

* Gallery seats to be sold to students only
via their schools and the Lincoln Center
Student Program.

** 5th Ring cannot be sold for film events.

BALANCE SHEET

Total Estimated Expenses	\$40,464.00
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Total Net Income at 100% Capacity	\$29,268.89
Estimated Deficit at 100% Capacity	\$11,195.11
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Total Net Income at 90% of Capacity	\$26,342.00
Estimated Deficit at 90% of Capacity	\$14,122.00
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Total Net Income at 80% of Capacity	\$23,315.11
Estimated Deficit at 80% of Capacity	\$17,148.89
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Wisconsin Center
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